

Remarks/Arguments:

Applicant thanks the Examiner for the courtesies extended during the July 15, 2010 personal interview in connection with this patent application during which time the undersigned and Harry Orchard, president of the assignee, discussed the amendments made herein to the independent claims with the Examiner.

Pending in the application at the outstanding Office Action were claims 1, 3, 5, 7-25, 29-30, 32-47, and 54-85. By this amendment, Applicant has (1) amended independent claims 1, 54 and 71 as discussed during the interview, (2) amended dependent claims 3, 7-8, 12-23 and 58-59, (3) canceled claims 5, 9-11, 24-25, 29-30, 32-47, 57, 60-70, 72 and 74-85 without prejudice and (4) added new claims 86-125. The pending claims are now claims 1, 3, 7-8, 12-23, 54-56, 58-59, 71, 73 and 86-125. Of these, the independent claims are claims 1, 54 and 71.

No new matter is present. Exemplary support for amended claims 1, 54 and 71 can be found in Figure 2 and its related text in the specification. For example, with reference to independent claim 71 as discussed during the interview, this figure illustrates an exemplary embodiment where the central server provides control over advertisements subject to display on the patron stations and the advertisement selection programs with respect to different establishments. (See also paragraphs 14, 65, 68-71 and 129 of this application's published version 2002/0038165 that exemplary embodiments in connection with these features). Such an arrangement permits unique advertising strategies to be developed and implemented for different establishments all through a central server. Regarding various dependent claims, paragraph 69 describes embodiments where the central server controls how the advertisement selection programs (ASPs) are executed by delivering ASPs (or portions thereof) to the establishment servers for local execution thereby. (See dependent claims 55, 93, 99, 121 and 122). Paragraph 129 describes an embodiment where the central server controls how the ASPs are executed by executing the ASPs itself. (See dependent claims 56, 86 and 116).

Moreover, Figure 6 and paragraphs 14, 65, 78-83 and 128 provide exemplary support for new dependent claims 88-92, 94-98, 100-112 and 117-120 (reciting various advertisement selection rule configurations).

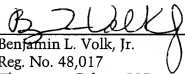
As discussed during the interview, Applicant respectfully submits that the cited Ragsdale-Elliott reference fails to disclose, teach or suggest a system or method whereby the display of advertising from outside advertisers that generate advertising revenue on patron

stations spread throughout multiple establishments can be controlled from a central server as recited in the claims.

Conclusion

For the foregoing reasons, Applicant respectfully submits that the pending claims are allowable. Favorable action is respectfully requested.

Respectfully submitted,


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